

**GOVERNMENT OF TELANGANA  
ABSTRACT**

Telangana - Tourism Promotion – Release an advertisement to publish in “Girijana Keratam” a Telugu Calendar -2016 by M/s. Akshara Advertising Ltd, Hyderabad – Publication Charges – Sanction and release of an amount of Rs.50,000/- (Rupees Fifty Thousand only) inclusive taxes - Orders – Issued.

**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.RT.No. 261

Dated: 02/05/2016

Read the following:

1. From M/s. Girijana Keratam, Hyderabad, Dt.Nil.
2. Memo.No.4039/PMU/PRO/2015, of YAT & C (PMU) Department, Dt.19-12-2015.
3. Release Order No.61/Display-Agency/Advt.I/2015-16, of I&PR, Hyderabad, Dt:31-03-2016.
4. Bill No.S/142/16, of M/s. Akshara Advertising Ltd, Hyderabad, Dt.09-02-2016.

\* \* \*

**ORDER:**

In the letter 1<sup>st</sup> read above, M/s. Girijana Keratam, Hyderabad, has requested to release an advertisement to publish in “Girijana Keratam” a Telugu Calendar - 2016. Accordingly, Government have issued a order to the agency through Department of Information & Public Relations, Hyderabad, for an amount of Rs.1,00,000/- (Rupees One Lakh only) inclusive taxes, for publication of an advertisement in the reference 2<sup>nd</sup> read above.

2. In the reference 3<sup>rd</sup> read above, the Department of Information & Public Relations, Hyderabad, has issued a release order to the agency, to publish an advertisement for a restricted amount of Rs.50,000/- (Rupees Fifty Thousand only) inclusive taxes for above said purpose. After publication of an advertisement, M/s. Akshara Advertising Ltd, Hyderabad, has furnished a bill towards release of an advertisement in “Girijana Keratam” a Telugu Calendar -2016, in the reference 4<sup>th</sup> read above and requested Government for arranging the payment.
3. The Government, after careful examination of the matter, hereby accord sanction and release of an amount of Rs.50,000/- (Rupees Fifty Thousand only) inclusive taxes, to M/s. Akshara Advertising Ltd, Hyderabad, towards advertisement published in “Girijana Keratam” a Telugu Calendar -2016.
4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:  
*“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to tourists – Schemes included in PLAN, 11- Normal State Plan, 20 – PMU – Advertisement, Sales Publicity Expenses, participation in National and International Travel Marts, organizing tourism events, sponsorship, fairs and festival and other expenditure, 500 – Other Charges, 503 – Other Expenditure.”*

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 3 above, in favour Akshara Advertising Ltd. The details of Bank account is as follows:-

Account Name : M/s. Akshara Advertising Ltd., Hyderabad  
Account No :910020047482542  
Name of the Bank: Axis Bank Ltd., Universal Insurance Bld. Gr Floor, Sir P.M. Road,  
Fort, Mumbai – 400001.  
IFSC Code :UTIB0000004  
PAN NO. :AAHCA2048Q

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)**

**B.VENKATESHAM  
SECRETARY TO GOVERNMENT**

To

M/s. Akshara Advertising Ltd, Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C (PMU) Dept.  
The Deputy Pay & Accounts Officer, Secretariat, Hyderabad.

**Copy to:**

The YAT& C (PMU - Claims) Department.  
SF/SCs

**//Forwarded:: By Order//**

**SECTION OFFICER**